KING KAT

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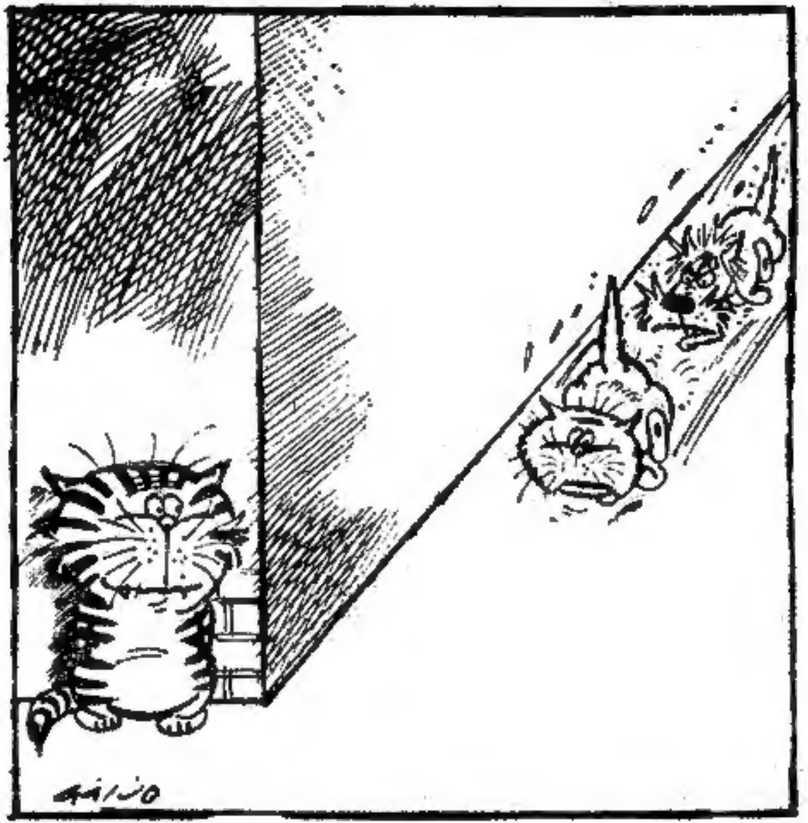
KING KAT



THWACK!
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SLASH!
RIP!
YOWWL!

IN THE GROCERY TRADE, THAT'S WHAT'S KNOWN AS A LOSS LEADER!
4-22

KING KAT

WHY IS THE WORLD SO FULL OF VIOLENCE?
BASH!
GAINO
WHY DO REPRESSION AND TYRANNY RULE?
THWACK!
SQUAWK!
SQUAWK!
SQUEAK! SQUEAK!
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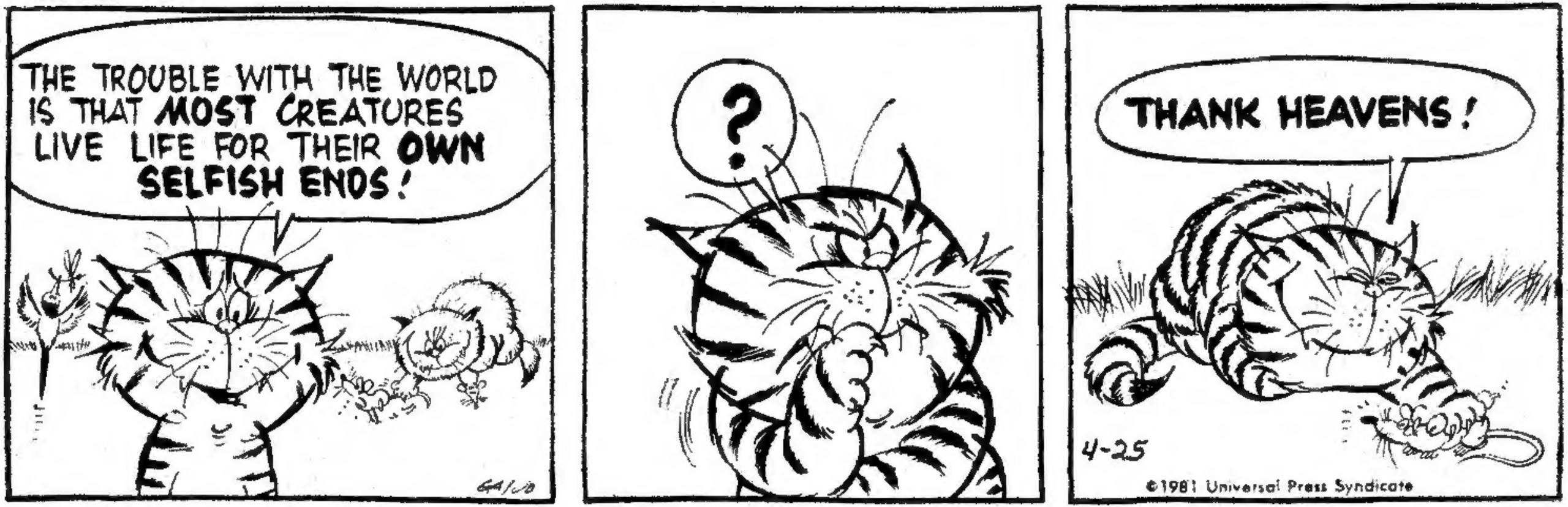
I CAN DO WITHOUT OPINIONS FROM MY DINNER!
4-24

KING KAT


THE TROUBLE WITH THE WORLD IS THAT MOST CREATURES LIVE LIFE FOR THEIR OWN SELFISH ENDS!
?
THANK HEAVENS!
4-25
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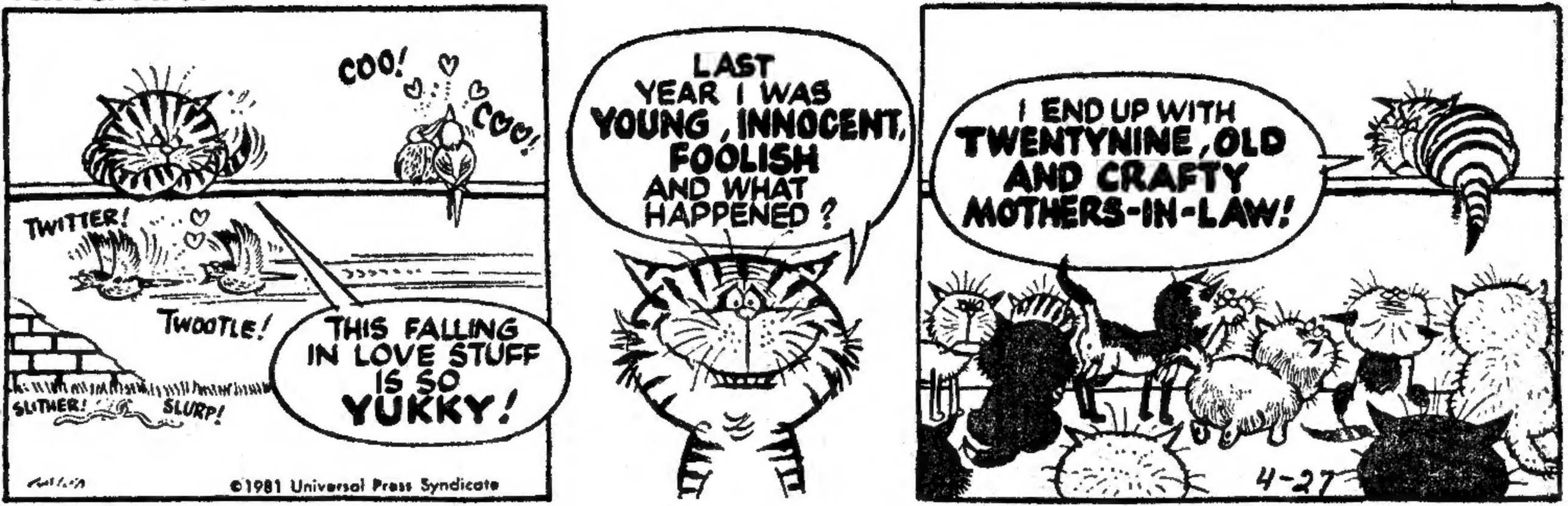
KING KAT


COO!
Coo!
TWITTER!
TWOOTLE!
SLITHER!
SLURP!
THIS FALLING IN LOVE STUFF IS SO YUKKY!
©1981 Universal Press Syndicate
LAST YEAR I WAS YOUNG, INNOCENT, FOOLISH AND WHAT HAPPENED?
I END UP WITH TWENTYNINE, OLD AND CRAFTY MOTHERS-IN-LAW!
4-27

THE ITALIAN GARLIC SAUSAGE GANG FREED BIG CHARLIE FROM THE CAT POUND...
...NOW BIG CHARLIE HAS TO PAY THE PRICE...
...THEY GET THE PIE SHOP'S DUSTBIN CONCESSION!
HOT PIES

column, making it even better.

Comic Offends

COMICS can sometimes provoke intense feelings with readers. King Kat is one of those comic strips.

In April we started carrying King Kat Monday through Friday in the Sunrise Edition, distributed only in the Omaha area, and in the Sunday color comics section. A newspaper syndicate had shown us some funny sample strips of King Kat, created by Englishmen Graham Allen and John Dodd. The comic was to be a spoof of human frailties.

After the strip started, I was surprised at this creature's violence. Some readers were offended. Protests flooded us.

"The new 'comic' (Ha!) strip King Kat is sadistic, in poor taste, ugly and should be removed at once," said one of the milder critics.

Another reader psychoanalyzed our refusal to immediately dump the fat little self-proclaimed assassin: "The continued presence of King Kat in your editions must label you as either insensitive to the senseless violence that has become the greatest sin of our time or, worse yet, an unwilling advocate of same."

Criticism came from some World-Herald staff members. "I haven't seen a funny one since it started," said reporter Steve Jordon. "What's funny about a cat punching a dog?"

News Editor Larry Novicki said, "King Kat is absolutely sick."

I called the syndicate. Yes, Universal Press Syndicate said, it had other complaints. It was suggested that we give the strip more time. Perhaps the authors would mellow.

Increasingly, however, when King Kat wasn't clubbing cute little birds and wolfing them down alive, or torturing the world's dumbest dog, he was making crude jokes about fathering countless kittens.

While we would be a bland newspaper if on our comics and opinion pages we printed only that which offended no one, the funnies, as we used to call them, generally ought to be fun. We ought to be able to smile at them.

That is why, beginning Monday, King Kat will disappear from the daily Sunrise comics page. The Sunday comics are printed in advance, so King Kat will continue on Sundays for a few weeks but will eventually fade there, too.

The replacement will be another cat comic, Garfield. We don't think Garfield will be as mean, but we will be eager to get your reactions.

Another new comic strip, which will start in September in The World-Herald, should meet the "fun" test. The strip is the Muppets, with Kermit the Frog, Miss Piggy and the other characters created by Jim Henson and currently starring in the movie "The Great Muppet Caper."